Channel Spec Sheet:

CTV

What is CTV?

Video ads delivered via streaming apps on smart TVs, consoles, and connected devices.

Why use this channel?

- Full-screen, high-completion ads
- Premium, brand-safe environments
- Reach cord-cutters and younger demos
- Precision targeting via programmatic

When is it used?

Awareness, storytelling, brand lift (upper/mid funnel).

Targeting options

Geo, demographics, household, device, audience segments.

Creative functionalities

- Standard video (15s, 30s)
- Sequential storytelling across devices
- Interactive overlays (where supported)

Technical specifications

- File: MP4/MOV (H.264 codec)
- Resolution: 1920×1080 (HD)
- Aspect ratio: 16:9
- Duration: 15s / 30s
- Max file: 200MB

Assets required

- Final video (15/30s)
- End slate with CTA (optional)
- Brand logo (SVG/PNG)
- Legal disclaimers (if required)

Copy matrix

- Primary tagline (≤40 chars)
- Supporting line/subcopy (≤60 chars)
- Multiple CTA variations (≤20 chars)